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Metro website statistics

Metro's website statistics are provided by Siteimprove, using a tool called SiteAnalyze.

Siteimprove is a leading provider of hosted website analysis services to UK councils.

[Metro website stats archive and current month's figures \(Siteimprove website\)](#)

Definitions

The following definitions are used by Siteimprove to explain the terminology:

Page views

Page views is the number of times a page has been viewed within a chosen time period. Page views and page impressions are often used interchangeably, and refer to the same event: a user displaying a page of your website in a browser (eg. Internet Explorer, Firefox, Safari).

Unique visitor

A unique visitor/user is created when a user visits the site for the first time and a cookie is set. This enables the system to distinguish between new users (where a cookie was not registered) and a returning user. [Use of cookies](#)

Monthly web figures - 2012

Month	Page views	Unique users	New users
April	1,536,159	351,882	274,114
March	1,338,976	323,960	251,820
Feb	1,365,297	323,943	251,537
Jan	1,382,785	317,275	245,879

Monthly web figures - 2011

Month	Page views	Unique users	New users
Dec	1,424,779	320,049	245,127
Nov	1,304,447	271,917	202,445
Oct	1,315,764	265,857	196,958
Sept	1,464,352	278,888	209,944
Aug	1,356,873	261,298	194,469
July	1,280,374	254,042	187,961
June	1,215,086	243,160	180,107
May	1,270,364	249,820	185,121
April	1,309,472	247,406	184,323
March	1,215,987	245,687	184,414
Feb	1,164,324	229,843	169,445
Jan	1,332,352	252,830	188,025

Monthly web figures - 2010

Month	Page views	Unique users	New users
Dec	2,182,642	398,146	308,394
Nov	1,419,741	276,422	213,571
Oct	1,273,614	247,642	191,717
Sept	1,334,661	248,717	193,449
August	1,302,349	238,282	184,647
July	1,278,827	239,399	186,584
June	1,078,602	215,133	166,381
May	1,102,009	216,847	167,904
April	1,216,629	222,176	171,981
March	1,188,924	185,150	133,536
February	1,158,211	208,892	160,057
January	2,299,899	452,800	385,813

Monthly web figures - 2009

Month	Page views	Unique users	New users
December	1,421,014	204,527	152,227
November	1,001,539	161,813	119,391
October	1,002,601	161,035	120,786
Sept	811,806	130,065	94,528
August	1,014,011	158,084	117,956
July	1,091,270	160,218	120,107
June	927,224	144,727	108,394
May	911,539	144,477	112,587
April	975,322	182,448	153,973
March	860,510	177,951	150,223
February	1,111,901	210,067	179,554
January	921,526	168,999	143,395

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